

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018 SESSION

LCT1017 – COMMUNICATION THEORIES

(All sections)

15 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FIVE** pages with **TWO** sections only.
2. Answer **ALL** questions in **SECTION A** and **SECTION B**.
3. Write all your answers for **SECTIONS A** and **B** in the *Answer Booklet*.

SECTION A: MULTIPLE CHOICE QUESTIONS [20 MARKS]

Instructions: Answer ALL questions in this section.

1. When some scholars refer to communication as a “crossroads discipline”, they mean _____.
 - A. the study of communication touches all aspects of human life
 - B. students tend to double-major in something in addition to communication
 - C. professors who study communication also tend to teach and publish in other fields
 - D. it incorporates interests from fields such as psychology, sociology, and philosophy
2. Which of the following statements accurately explains how people create messages?
 - A. Much message creation is habitual in nature.
 - B. Message creation is always planned carefully in advance.
 - C. It is more difficult to create messages online than it is when face-to-face.
 - D. Communication majors are only better at interpreting messages, not constructing them.
3. Using Popper’s metaphor of the net, what does he mean when he talks about making the mesh of the net “finer and finer”?
 - A. The theorist continually makes the theory’s scope larger.
 - B. The theorist continually uses the theory to improve the world.
 - C. The theorist continually tries to express the theory more clearly.
 - D. The theorist continually tries to capture more and more of what humans think and say.
4. A systematic hunch _____.
 - A. explains how the idea might change social systems
 - B. specifies the relationship among the theorist’s ideas
 - C. builds on the shoulders of theory developed in the past
 - D. is written down in an orderly, easy-to-understand fashion
5. According to Griffin, Ledbetter, and Sparks, why is it important to understand the differences between interpretive and objective approaches?
 - A. It will help you distinguish between a theory and a hypothesis.
 - B. It helps prevent the theories from blurring together in your mind.
 - C. Students do not have a preference for certain types of theory until they understand this difference.
 - D. It is impossible to understand anything about communication theory without first understanding this distinction.
6. Which of the following statements is accurately explained?
 - A. Interpretive approaches seek simple explanations.
 - B. Objective approaches focus on questions of value.
 - C. Objective approaches are concerned with expanding human choice.
 - D. Interpretive approaches assume that there is more than one reality in the world.

Continued...

7. Which of the following statements correctly identifies and explains the relationship between the objective or interpretive approaches and the theories covered?
- A. Theories always clearly belong to one approach and not the other.
 - B. Most of the theories in the book are both interpretive and objective.
 - C. Theories that are purely objective or purely interpretive are very rare.
 - D. Some areas of study in communication may have an objective or interpretive bias.
8. Which of the following statements explained is NOT a standard for a good interpretive theory?
- A. "A good theory reforms society."
 - B. "A good theory has aesthetic appeal."
 - C. "A good theory has practical application."
 - D. "A good theory creates a community of agreement."
9. Objective scholars have studied *communication apprehension*. Which of the statements explain the weakness that exists in this body of research?
- A. It cannot identify the signs of being a nervous public speaker.
 - B. It does not clearly define what communication apprehension is.
 - C. It does not explain why some people become nervous and others do not.
 - D. It has small scope because it only explains apprehension in public speaking contexts.
10. Mead suggests that the self is an ongoing process that combines the "I" and the "me." The "me" refers to _____.
- A. the image we have of how other people react to us
 - B. parts of the self that are not constructed through language
 - C. the spontaneous force that fosters unpredictable behaviour
 - D. the two-second pause while we think about how others will interpret what we say
11. If a person asks the question, "If I win this argument, what type of person will I become?", it is an example of the *coordinated management of meaning* (CMM) characteristic which states that _____.
- A. communication is more than a simple transmission from sender to receiver
 - B. the way people communicate is often more important than the content of what they say
 - C. the experience of persons-in-conversation is the primary social process of human life
 - D. the actions of persons-in-conversation are reflexively reproduced as the interaction continues
12. Which of the following definitions of communication explained below would CMM theorists be most comfortable with?
- A. Communication is a means of pursuing justice.
 - B. Communication is a means of exchanging ideas.
 - C. Communication is a process that creates our social worlds
 - D. Communication is a process of creating and interpreting messages that elicit a response.

Continued...

13. Which of the following represents how power distance is typically associated with individualism and collectivism?
- A. Individualism: low power distance; collectivism: high power distance.
 - B. Individualism: high power distance; collectivism: low power distance.
 - C. There is no typical association; power distance is unrelated to individualism and collectivism.
 - D. Both individualism and collectivism are associated with high power distance; countries with a balance of individualism and collectivism have low power distance.
14. Ting-Toomey recommends that competent interpersonal communicators should demonstrate *mindfulness*. What does she mean by this suggestion?
- A. They should possess knowledge about the other person's culture.
 - B. They should focus on mutual-face rather than self-face or other-face.
 - C. They should get hands-on practice with communicating in intercultural situations.
 - D. They should recognize things aren't always what they seem and seek multiple perspectives.
15. Why was Gerbner chiefly concerned about violence on television?
- A. Viewing violence leads to violent behaviour.
 - B. Viewing violence distracts people from real-world problems.
 - C. Viewing violence leads to fear of becoming a victim of violence.
 - D. Viewing violence leads people to avoid peaceful solutions to conflict.
16. McLuhan believed that it was hard to recognize how the media work as environments because _____.
- A. technology companies are so powerful
 - B. we are heavily immersed in technology
 - C. government leaders use technology to secretly observe us
 - D. most people don't stay current with new changes in technology
17. When the text says that interpersonal communication can be thought of as a constellation of behaviours, it means that _____.
- i. it is important to understand how people label and evaluate relationships
 - ii. it is important to understand the joint actions people perform when they are together
 - iii. it is important to understand the opposing forces that pull communicators in different directions
- A. i only
 - B. ii only
 - C. ii and iii
 - D. None of the above
18. Which of the following explanation is **TRUE**?
- A. Denotations are the smallest unit of meaning.
 - B. Connotations are the smallest unit of meaning.
 - C. The signifier plus the signified make up the sign.
 - D. The sign plus the signifier make up the signified.

Continued...

19. Hall suggests that popular “texts” such as films can be decoded in dominant, negotiated, or oppositional ways. By this she means _____.
- A. audience members can interpret texts in accordance with the dominant ideology, in opposition to the dominant ideology, or by negotiating a meaning that is part dominant and part oppositional
 - B. some film critics analyze films in accordance with the dominant ideology, others analyze films in order to oppose the dominant ideology, and a few negotiate with the film studios to create a middle position
 - C. most film texts conform to the dominant ideology on the surface, but use unconscious subliminal techniques to oppose the dominant ideology; the resulting dual message leaves the audience free to negotiate their own meanings
 - D. some film texts contain meanings consistent with the dominant ideology, others contain meanings that oppose the dominant ideology, and still others contain meanings that are partly opposed to and partly consistent with the dominant ideology
20. Which of the following explanation is **TRUE** of Burgoon’s “expectancies”?
- A. Expectancies are *prescriptive* in the sense that they reflect what is typical; expectancies are *predictive* in the sense that they reflect what is appropriate.
 - B. Expectancies are *controlled* in the sense that they reflect what is typical; expectancies are *contained* in the sense that they reflect what is appropriate.
 - C. Expectancies are *contained* in the sense that they reflect what is typical; expectancies are *controlled* in the sense that they reflect what is appropriate.
 - D. Expectancies are *predictive* in the sense that they reflect what is typical; expectancies are *prescriptive* in the sense that they reflect what is appropriate.

Continued...

SECTION B: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer *ALL* questions.

1. a. Define "*theory*". (1 mark)

b. While theories in many disciplines can be hard for some to understand, in a field like communication, our theories are important to understand because they directly impact our daily lives. In this respect, they serve several functions in guiding our communication. Explain *five* functions of communication theory. (10 marks)
2. Based on the definition of *communication* that Griffin presents and explains, what single word in that definition provides the best synonym or functional equivalent for the term *communication*? (1 mark)
Explain this word. (2 marks)
3. Both *depth* and *breadth* are related to the onion model. As the wedge penetrates the layers of the onion, the degree of intimacy (depth) and the range of areas in an individual's life that an individual chooses to share (breadth) increases. Explain the relationship between *depth* and *breadth*. (6 marks)
4. Briefly explain the following:
 - a. Resonance (2 marks)
 - b. Mainstreaming (2 marks)
 - c. Cultivation analysis (2 marks)
5. Explain how the index of curiosity influences agenda-setting. (2 marks)
6. Explain how the spiral of silence works to influence public opinion. (2 marks)

End of Paper